

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Reed Switch Developments Co.

#### Wisconsin Manufacturing Extension Partnership

#### Reed Switch Developments Uses Website To Turn Breakthrough Profits

**Client Profile:**

Reed Switch Developments Corporation manufactures magnetic proximity sensors used in boats, commercial lawn mowers, elevators, escalators, incubators, and dialysis machines. The company, located in Racine, Wisconsin, has 15 employees.

**Situation:**

Reed Switch Developments knew that its website had not tapped the full potential of the Internet. Amid signs of a weakening economy, the company decided it was time to overhaul the website in a bid to generate new customers and sales. Unfortunately, it did not have the in-house expertise to build a world-class website. Reed Switch Developments turned to the Wisconsin Manufacturing Extension Partnership (WMEP), a NIST MEP network affiliate, for assistance.

**Solution:**

WMEP put Reed Switch Developments in touch with WMEP Alliance Partner Don Crowther, president of Breakthrough Consulting, an internet and marketing consulting firm, who agreed to help the company develop a state-of-the-art website. Mr. Crowther's first task was to make the company's website more user friendly, easier to navigate, and faster to download. Mr. Crowther enhanced Reed Switch's rankings with the major search engines so its site would come up higher when users entered specific search terms.

Mr. Crowther worked with Reed Switch Developments to establish a tracking method that determines the number and origin of site visitors. This system, when implemented, led to a surprising and profitable new opportunity. The page featuring Reed Switch Development's magnets received an unexpectedly high volume of hits. Based on this tracking data, the company authorized Mr. Crowther to invest in obtaining high ranking when users did a search for "magnets" on their search engines. As a result, Reed Switch Developments saw a surge in demand, expanded its product offering, and saw sales numbers climbing to new heights.

**Results:**

Redesigned website and invested in strategic search engine rankings to generate leads.

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Increased web traffic from a few hundred to 2,000 hits a month--in less than a month.

Increased sales and large company contracts.

**Testimonial:**

"[Thanks to the Wisconsin Manufacturing Extension Partnership and Breakthrough Consulting] A whole new market opened up to us. Our sales are up between 6 and 10 percent for the year, which is unheard of in this economy."

Debra Burns, President